



ATHLETE CONNECTIONS

Athlete Connections is a nonprofit tax-exempt organization established in 2006 specifically to assist student athletes as they transition from the “world of collegiate athletics” to the business world. Research shows that only 1 out of 100 student-athletes will have a professional career in their sport. Athlete Connections addresses the future of the 99% of current and former student athletes who do not go on to play professional sports.

Athlete Connections provides solutions for those athletes who have dedicated their time, talents and efforts to their respective universities and who end their college careers unprepared for careers outside of sports. For many of these students it becomes a daunting task once reality sets in and the question becomes...”What now?”

Athlete Connections was founded by Dan Cross, a former All-American basketball player who attended the University of Florida, where he earned his Bachelor’s degree in Communications. As a member of the first team ever to advance to the Final Four in school history, Dan was inducted into the University of Florida’s Hall of Fame in 2006. Dan was awarded the Regions Bank Business Salute in 2007 which honors former student athletes from the Southeastern Conference who go on to run successful businesses and was honored as a 2008 Southeastern Conference Basketball Legend. As a former collegiate athlete who had to make the transition to the workplace, Dan recognized first hand that there were no organizations available to assist students in their transition from the collegiate ranks to the career ranks.

Athlete Connections is fortunate to have a very active Board of Directors that represents a broad array of experience and leadership in the areas of collegiate sports, marketing, professional sports, law, banking and insurance to name a few. In addition, Dan and the Athlete Connections Board of Directors have assembled a development team that collectively has over three decades of experience in the areas of collegiate sports, sports psychology, career exploration, development of public/private partnerships, life skills and program development and evaluation.

These student athletes represent a tremendous but largely untapped reservoir of young leaders who are disciplined, motivated and experienced in dealing with tough challenges and competitive situations. Our work in collaboration with your University is designed to advocate, expand and improve career opportunities for these young men and women and to increase public and policy maker understanding of their needs.

Athlete Connections develops the links between the University, professional communities and transitioning collegiate athletes for the benefit of all. Through both communication and developmental processes, Athlete Connections will equip student athletes with the tools to compete professionally. By connecting on these multiple levels, Athlete Connections is in a unique position as a not-for-profit organization to offer high quality services to transitioning athletes. Athlete Connections functions with complete compliance and complimentary services with the NCAA mandates and provides the highest caliber of professional to the workforce.



HOW YOU CAN MAKE A DIFFERENCE!

Your contribution to Athlete Connections will go *directly* to assisting the current and/or former student athlete! All funds raised will be applied to offset the cost of the Athlete Connections programs, services and curriculum provided to Universities and current and former student athletes' for career path development – including job placement, mentorship and continued education. How can you make a difference?

- Sponsor An Athlete Connections University Program – Approximately \$285 provides one student athlete the complete curriculum, training, networking and potential job placement services provided by Athlete Connections.
- Sponsor An Athlete Connections Networking Event – you can even choose a University to partner with!
- Assist in the funding of “*The Student Athlete Career Planning Playbook*” © curriculum being integrated into major Universities specifically for student athletes. Your corporate logo can be incorporated.
- Hire an Athlete Connections student athlete and take part in Athlete Connections Networking Events.
- Sponsor and participate in Athlete Connections Annual Fundraisers (Tee Up! Swing! Connect! Charity Golf Tournament On May 22, 2009 at Mystic Dunes is coming up next!)
- Donate products and/or services to help offset costs of facilitating Athlete Connections programs.

- *Athlete Connections Career Development Workshop and Seminars*

Workshops are conducted on campus during the regular school sessions in conjunction with and complimenting current University curriculums utilizing the “*The Student Athlete Career Planning Playbook*” The workshop is integrated as part of regular classroom curriculum. The Seminar is offered twice per year with “open enrollment” format; offered to current and former student athletes; can be self pay, sponsored or University funded.

- *“Motivating the Student Athlete For A Professional (non athletic) Career” Dan Cross, CEO Athlete Connections; UF Hall of Fame; National and International Professional Basketball Player-*
Dan Cross will present as a guest speaker his motivating and exemplary presentation on the transition from former student athlete into today’s workforce and the special motivating factors every athlete should hear!

- *Athlete Connections Professional Networking Events*

Athlete Connections hosts regular networking events to bring key corporate employers and student athletes (current and former) together. These are excellent opportunities to showcase successes, create a greater awareness of Athlete Connections, and identify new community partners to support current and future Athlete Connections career development programs. The events focus on networking, career development and potential job placement.

- *Online Services – www.AthleteConnections.org*

www.AthleteConnections.org is the online tool designed to complement the services we deliver. The website provides numerous networking opportunities, resume posting, job listings, as well as hints learned in the Athlete Connections Career Development workshops. The website offers an opportunity for Athlete Connections to showcase its critical financial supports and college/university participants of Athlete Connections.

See how easy it is to be a significant part of changing the life of a student athlete? Your donation can help make a major life changing impact to a current or former student athlete! Feel free to visit our website at www.AthleteConnections.org, call our office at 407-403-6466 or speak to any of the Athlete Connections Board of Directors to learn more about how you can become a key partner with Athlete Connections! Thank you!

